

MES 2015

Experiences from the Ground



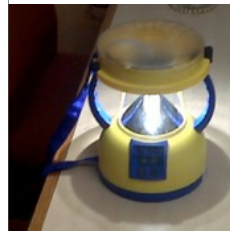
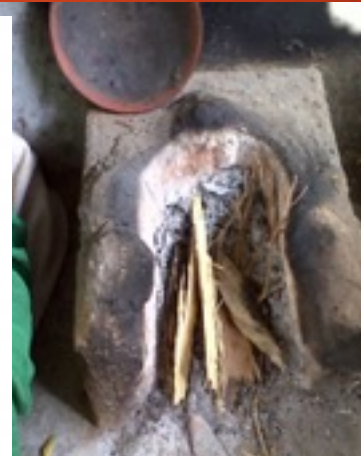
Anurag Bhatnagar
CEO - GTNfW

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Section 1 : Approach – Needs & Demand based

- ▶ “After sunset it used to be pitch darkness and our life comes to an end. We hurry & finish all chores, store water, have meals & clean up by sunset”
- ▶ “Our husbands go to big cities for work, and I can’t sleep the whole night, afraid and concerned for safety of my children, scared of scorpions and snakes, even if I have to get up for a glass of water”
- ▶ “In an emergency, our neighbours are hesitant to come to help due to darkness. Doctors refuse to come for home visit – we have to carry seriously sick elderly patients and pregnant women to hospitals, over long distances”
- ▶ “I have to fetch fuel wood every second day, carrying half a mun (approx 20 kgs) every time over 3 to 4 kilometres. My back and neck have constant pain”
- ▶ “After sunset, without any light, our children are not interested in studying”
- ▶ “We have to walk many kilometres for many hours to draw water from the wells, wash our clothes, bathe and carry it back to our homes. We now have constant pain in our necks, back and legs”

Section 2 : ENERGY - Product or Service ?



Section 3 : After Sale – What ?



Section 4 : Poverty Premium Financial Inclusion



Section 5 : Partnerships

Fitment & Suitability : *tailored to*

- Need / use
- Cash flows / affordability
- Livelihoods

Push vs. Pull :

- Does it offer enough Value ?
(*Example : Cook stove vs. Solar lantern*)

Partnerships :

- Product / Knowhow
- Finance
- Digital methods to reduce operating cost

Section 6 : Impact – Voices of SEWA women

- ▶ “With solar light, I now feel energised even after sunset. When I switch it on, I feel like a thousand bulbs have been lit in my body. I can now work after sunset and increase my income”
- ▶ “Now there is no need to hurry to finish all chores, store water, have our meals and clean up by sunset – we can not only finish these tasks at leisure, but also spend more time with family activities”
- ▶ “With our husbands away to big cities for work, the solar lantern enables me to sleep soundly and peacefully. Now there is no fear since I can see clearly”
- ▶ “In an emergency, we can help our neighbours using solar light”
- ▶ “After sunset, with solar light at home and solar fans at school, our children have started studying more. The school principal told us that the attendance and marks have also increased. They are now more interested in studying, and our minds are filled with hope”
- ▶ “With the water hand pumps, we can fetch water at a moments notice. It saves us time, and my back pain has gone”

Collage : Solar Lanterns



Impact of Solar Lanterns



"With the solar lantern, I have been able to increase my income by stitching clothes after sunset. Now I am no longer dependant only on agriculture. My son is now interested in studying since there is light after dark"

- Anitaben Rameshbhai Rot



"With solar lantern, I can now charge my mobile phone anytime - it saves me time & money of going to nearby city to charge my mobile. I also get better price for my farm produce"

- Santokben Sanjubhai

Impact on Livelihoods



"Our solar lanterns help us cut the wheat crop during night, saving money on labour during the day"

- Kamalben Ahari, Upala Modara



"With the solar lantern, I can continue to run my machines even during the night, and provide water to my customers"

- Manilal Valaji Pargi, Vill. Dhani

Before and After



“Earlier I could barely see whether I am cooking vegetables or insects, or what I am feeding my children”

- Surtaben



“With the solar lantern, I am able to see clearly what I’m cooking - my children are eating clean food now”

- Surtaben

Impact on education



"My solar lantern is my margdarshak - I am studying to become a teacher and help my people"

- Savitriben



"With the solar lantern, I can ensure that my daughter does not remain illiterate like me. She studies while I run the shop"

- Hemaben Sureshbhai



"With the solar lantern, my boys study more and waste less time. I will ensure that they have a future better than mine"

- Hirenbhai

Impact on education



"In my school, the solar system runs fans and tube lights. This year lesser girls dropped out of school"

- Principal, Rajkiya Balika School, Upala Modara



"With the solar system running fans, tube lights and one computer, more children come to school. Attendance and marks have increased"

- Principal, Beraniya



Road Ahead ...

PRODUCTS / SERVICE

- Quality through Replacement Warranty
- Reliability through Cooperatives/SHG

AFTER SALE SERVICE

Service Centres for replacement/repairs
(Build confidence in users)

FINANCE

- Dealer Finance
- Consumer Finance
- Reduce cost of transaction using digital means

CUSTOMER PROPOSITION

Create a Pull by offering 'Value' for Money
(BoP segments are price and value conscious)

SCALE UP, SUSTAINABILITY

Linkages to Livelihoods : as incomes rise, the energy ladder kicks in.

Thank you

Anurag Bhatnagar

CEO - GTNfW

W: www.sewa.org

E: anurag.bhatnagar@gtnfw.org

M: +91-7600109257

